

JOB DESCRIPTION

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| Designation | Integrated Marketing & Communications Associate (TP Career Kickstarter) |
| School/Department | School of Business /Integrated Marketing Communication |
| Number of Positions | 2 |
| Duration | 6 months |

| Key Responsibilities |
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| <ul style="list-style-type: none"> • Create compelling content for social media platforms (e.g. Instagram, LinkedIn). • Coordinate outreach and engagement efforts to support the School's initiatives. • Monitor and manage social media activity and analytics. • Assist in planning and executing school events and marketing campaigns. • Support the development and maintenance of school websites. • Liaise with vendors and internal stakeholders to ensure smooth project execution. |

| Prerequisites |
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| <ul style="list-style-type: none"> • Domain skills in content creation, copywriting, storytelling, social media production, UI/UX and project management. • Proficiency in planning, organising, and coordinating marketing events or initiatives. • Strong verbal and written communication skills. • Good interpersonal and stakeholder management skills. • Creative thinking and attention to detail. • Ability to work independently and manage multiple tasks effectively. • Familiarity with website platforms and basic design or editing tools is an advantage. • Familiarity with digital marketing or events management will be an added advantage. |